

Kerry Cooper
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EDUCATION

HARVARD BUSINESS SCHOOL
Master of Business Administration

Boston, MA
Aug 1995 - May 1997

THE UNIVERSITY OF TEXAS AT AUSTIN
Bachelor of Science in Mechanical Engineering, cum laude

Austin, TX
1989 - 1993

EXPERIENCE

CHOOSE ENERGY *Energy choice online platform*
CEO

San Francisco, CA
Sept 2013 - Present

- Lead the company's growth by ensuring the company's understanding of the utilities and consumer energy market and setting the strategic direction for Choose Energy.
- Oversee operations, finances, funding, marketing, sales, and online platform development decisions for the company.

MODCLOTH *Online retailer*
COO & CMO

Brisbane, CA
Dec 2010 - June 2013

- Scaled the business to more than triple its size, leading marketing, merchandising, supply chain, customer care, HR, and fulfillment split across three offices (SF, Pittsburgh, and LA).

WALMART.COM *Retailer*
VP Global eCommerce

Brisbane, CA
Feb 2010 - Dec 2010

- Led global market development and multi-channel for the global eCommerce division of Walmart.
- CMO, VP Marketing and Strategy* June 2008 - Jan 2010
- Led company decisions on online product positioning by motivating and mobilizing marketing and strategy teams.

LEVI STRAUSS *Retailer*
SVP Demand Planning and Retail, Dockers

San Francisco, CA
Aug 2002 - May 2008

- Served as the General Manager of the retail business Dockers with full profit & loss responsibility for multi-channel retail business plus running the wholesale planning department.

i2 TECHNOLOGIES (NOW JDA SOFTWARE) *Computer software company*
Director of Strategic Marketing

March 2001 - Nov 2001

- Led company decisions on long-term product positioning and overall marketing strategies.

RIGHTWORKS *Online media company*
Director of Corporate Development

San Jose, CA
Aug 2000 - March 2001

- Led the analysis and execution of business partnerships to further the company's business strategy and vision.

INTERNET CAPITAL GROUP *Venture capital & private equity firm*
Director of Strategy & Operations

San Francisco, CA
Nov 1999 - Aug 2000

- Used financial analysis, marketing strategies, and technology knowledge to identify business investments.

McKINSEY & COMPANY *Management consulting firm*
Engagement Manager

1997 - 1999

- Advised U.S. and global corporations on best practices in business management, strategy and operations.

ADDITIONAL

- Presidio Community YMCA, Board Member (June 2009 - Aug 2010)